MULTIMEDIA UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 1, 2017/2018**

## BMK2824 – CONSUMER BEHAVIOR

(Distance Education)

16 OCTOBER 2017
2.30 p.m – 4.30 p.m
(2 Hours)

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**INSTRUCTIONS TO STUDENTS**

1. This question paper consists of 1 page only (excluding cover page)
2. Attempt **ALL** the questions.
3. Mark distribution for each question is given.
4. Please write all your answers in the Answer Booklet provided.

**Answer ALL questions. Marks for each question are shown at the end of each question.**

## QUESTION 1

Explain the concept of product placement and based on your experience list three forms of examples of it. Critically discuss whether this practice is the same or different from branded entertainment.

(Total: 20 marks)

## QUESTION 2

If you were in charge of international markets for Kraft Foods, would you focus primarily on the etic or emic perspectives? Would your answer change if you worked for Chrysler? Explain.

(Total: 20 marks)

## QUESTION 3

With the growth of competition amongst businesses, this leads to increase amount of messages and advertisements by the business.

a) Discuss how marketers gained or attract the attention of the customers. (10 marks)

b) Suggest methods that a marketers can implement in order to break the clutter.

(10 marks)

(Total: 20 marks)

## QUESTION 4

List and discuss the three types of memory, and explain how they work together.

(Total: 20 marks)

## QUESTION 5

List and explain the three hierarchies of attitudes, and describe the major differences among them.

(Total: 20 marks)

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